



16TH ANNUAL PAWTOBERFEST

2024 Sponsorship Opportunities

SATURDAY, SEPTEMBER 14, 2024

Pawtoberfest.org

Sponsorships are tax deductible to the extent allowed by law.

To benefit



Humane Society

Pikes Peak Region

OUR MISSION

Humane Society of the Pikes Peak Region offers compassionate care to animals, supports safe communities, and provides socially conscious sheltering.

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Event Overview

Run with the BIG & small dogs at Pawtoberfest – Colorado Springs’ most fun & furry fundraising event. HSPPR’s family-friendly dog and beer fest features craft brews & spirits, food trucks, music, dog contests and YOU!

EVENT ATTENDEE HIGHLIGHTS

- ▶ 1,500+ people & hundreds of dogs attended in 2023
- ▶ \$190,000 was raised in 2023
- ▶ 1,000+ attendees pre-registered on www.pawtoberfest.org in 2023
- ▶ Most attendees reside in zip codes 80906, 80909, 80919, 80920, 80922, and 80923
- ▶ Attendees also reside in Fountain, Monument, Peyton, Pueblo, and Pueblo West

ONLINE PRESENCE & ENGAGEMENT

- ▶ www.HSPPR.org receives:
 - ▶ 64,000 unique visitors per month
 - ▶ 738,000+ page views per month
 - ▶ 8.8M+ page views per year
- ▶ 10,000+ Email list subscribers
- ▶ 52,000+ Facebook followers
- ▶ 15,000+ Instagram followers
- ▶ 53,000+ TikTok followers and growing rapidly

EVENT SCHEDULE

7 a.m.
Set-up

11 a.m. – 4:00 p.m.
Festival Open

4:45 p.m.
Loading Zone
re-opens

*Times subject to change. Full schedule will be communicated prior to the event.

Private Shelter Tours

Take a peek behind the curtain

All sponsors are invited to the shelter for a private breakfast and behind-the-scenes tour for up to ten (10) guests. This special opportunity is available by appointment before or after the event. Please email kkraft@hsppr.org to schedule.

\$50,000 Presenting Sponsor

PRE-EVENT VISIBILITY

- ▶ Logo on front of all event branding, locked up next to the HSPPR Logo. Prominent logo display across all event marketing
 - ▶ Logo on event postcard mailed to 9,000+ constituents
 - ▶ Logo on 200+ event posters displayed in local businesses
 - ▶ Logo on www.pawtoberfest.org Home & Sponsors/Vendors pages
 - ▶ Logo in pre-event e-blast(s) sent to 10,000+ constituents
 - ▶ Recognition in one (1) pre-event social media post
-

DAY OF PRESENCE

- ▶ One (1) 10'x10' Premier Placement vendor space – includes one (1) table & two (2) chairs
 - ▶ Six (6) Adult tickets (includes festival entry, commemorative tasting glass & T-Shirt, unlimited tasting)
 - ▶ Six (6) VIP Tickets (all Adult ticket benefits PLUS: a private tent area with seating, private restrooms within the festival grounds, VIP experience, private tasting experience, a buffet of small bites, and more!)
 - ▶ Large logo on front of event T-Shirt
 - ▶ Large logo on entrance displays
 - ▶ Special verbal recognition during festival by emcee
-

POST-EVENT RECOGNITION

- ▶ Logo in one (1) post-event e-blast sent to 10,000+ constituents
- ▶ Recognition in one (1) post-event social media post
- ▶ Puppy/Kitten gram at your office or a mutually agreed upon venue

A tax receipt can be provided upon request.





\$12,000 Better Together Sponsor

PRE-EVENT VISIBILITY

- ▶ Logo on event postcard mailed to 9,000+ constituents
- ▶ Logo on 200+ event posters displayed in local businesses
- ▶ Logo on www.pawtoberfest.org Home & Sponsors/Vendors pages
- ▶ Logo in pre-event e-blast(s) sent to 10,000+ constituents
- ▶ Recognition in one (1) pre-event social media post

DAY OF PRESENCE

- ▶ One (1) 10'x10' Premium vendor space – includes one (1) table & two (2) chairs
- ▶ Six (6) Adult tickets (includes festival entry, commemorative tasting glass & T-Shirt, unlimited tasting)
- ▶ Two (2) VIP Tickets (all Adult ticket benefits PLUS: a private tent area with seating, private restrooms within the festival grounds, VIP experience, private tasting experience, a buffet of small bites, and more!)
- ▶ Large logo on event T-Shirt
- ▶ Large logo on entrance display at festival
- ▶ Special verbal recognition during festival by emcee

POST-EVENT RECOGNITION

- ▶ Logo in one (1) post-event e-blast sent to 10,000+ constituents
- ▶ Recognition in one (1) post-event social media post
- ▶ Puppy/Kitten gram at your office or a mutually agreed upon venue

A tax receipt can be provided upon request.



\$6,000 Brews & Spirits Sponsor

PRE-EVENT VISIBILITY

- ▶ Logo on 200+ event posters displayed in local businesses
- ▶ Logo on www.pawtoberfest.org Sponsors/Vendors pages
- ▶ Logo in pre-event e-blast(s) sent to 10,000+ constituents

DAY OF PRESENCE

- ▶ One (1) 10'x10' General vendor space – includes one (1) table & two (2) chairs
- ▶ Six (6) Adult tickets (includes festival entry, commemorative tasting glass & T-Shirt, unlimited tasting)
- ▶ Logo on event T-Shirt
- ▶ Logo on entrance display at festival
- ▶ Verbal recognition during festival by emcee

POST-EVENT RECOGNITION

- ▶ Logo in one (1) post-event e-blast sent to 10,000+ constituents
- ▶ Recognition in one (1) post-event social media post
- ▶ Puppy/Kitten gram at your office or a mutually agreed upon venue

A tax receipt can be provided upon request.

\$2,500 Festival Sponsor

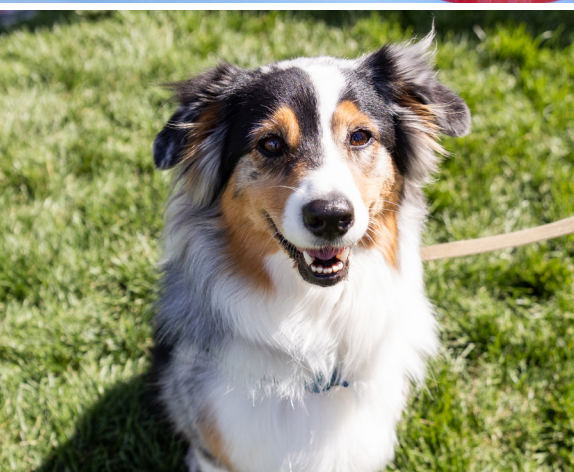
PRE-EVENT VISIBILITY

- ▶ Name on 200+ event posters displayed in local businesses
- ▶ Logo on www.pawtoberfest.org Sponsors/Vendors pages
- ▶ Name in pre-event e-blast(s) sent to 10,000+ constituents

DAY OF PRESENCE

- ▶ One (1) 10'x10' General vendor space
- ▶ Four (4) Adult tickets (includes festival entry, commemorative tasting glass & T-Shirt, unlimited tasting)
- ▶ Name on event T-Shirt

A tax receipt can be provided upon request.



\$500 Community Sponsor

PRE-EVENT VISIBILITY

- ▶ Logo on www.pawtoberfest.org Sponsors/Vendors pages
-

DAY OF PRESENCE

- ▶ One (1) 10'x10' General vendor space
- ▶ Two (2) Adult tickets (includes festival entry, commemorative tasting glass & T-Shirt, unlimited tasting)

\$250 Vendor Booth

PRE-EVENT VISIBILITY

- ▶ Logo on www.pawtoberfest.org Sponsors/Vendors page
-

DAY OF PRESENCE

- ▶ One (1) 10'x10' General vendor space

Beverage Partner – In-Kind Sponsorship

PRE-EVENT & POST-EVENT VISIBILITY

- ▶ Logo on 200+ event posters displayed in local businesses
 - ▶ Logo on www.pawtoberfest.org Sponsors/Vendors page
 - ▶ Logo in pre-event & post-event e-blast(s) sent to 10,000+ constituents
-

DAY OF PRESENCE

- ▶ One (1) 10'x10' General vendor space - includes one (1) table and two (2) chairs
 - ▶ Four (4) Adult tickets (includes festival entry, commemorative tasting glass & T-Shirt, unlimited tasting)
 - ▶ Logo on event T-Shirt
-

IN EXCHANGE FOR SPONSOR BENEFITS, YOU AGREE TO PROVIDE

- ▶ Beverage samples for approximately 1,500 tasting participants
- ▶ Friendly & knowledgeable staff to promote your business (2 staff recommended)

Specialty Sponsorships

Looking for that once-in-a-Pawtoberfest opportunity to stand out in the crowd? Check out the exciting opportunities below...all are EXCLUSIVE and limited to one sponsor per category! All sponsorships of the following receive:

ALL SPONSORSHIPS OF THE FOLLOWING RECEIVE:

- ▶ Logo on www.pawtoberfest.org Sponsors/Vendors page
- ▶ One (1) 10'x10' General vendor space
- ▶ Adult tickets (includes festival entry, commemorative tasting glass & T-Shirt, unlimited tastings)

Opportunity to be included on the event T-Shirt may be available at a commensurate level. Please reach out to Kelly Kraft, kkraft@hsppr.org, for details.

NEW!	NEW!					
\$10,000 Volunteer Sponsor	\$5,000 VIP Tent	\$5,000 Portable Toilets	\$5,000 Festival & Tasting Wristbands	\$5,000 Fences	\$2,000 Festival Security	\$2,000 Safe Rides
Large logo recognition on approximately 200 volunteer T-Shirts. Group volunteering opportunities and a post-event Shelter volunteer experience for up to 10 guests!	Logo displayed at VIP Tent Entrance	Logo displayed on each portable toilet across the festival	Logo displayed on 1,000 festival & tasting wristbands	Logo displayed on festival entrance fences	Name recognition on sign near festival entrance	Gift rideshare credits to Pawtoberfest guests. Verbal recognition during event and logo recognition on exit signs
6 Adult Tickets	2 VIP Tickets	4 Adult Tickets	4 Adult Tickets	4 Adult Tickets	2 Adult Tickets	2 Adult Tickets



Sponsorship Packages

	\$50,000 Presenting Sponsor	\$12,000 Better Together Sponsor	\$6,000 Brews & Spirits Sponsor	\$2,500 Festival Sponsor	\$500 Community Sponsor	\$250 Vendor Booth	In-Kind Beverage Partner
Vendor Space	Premier Placement	Preferred Placement	General	General	General	General	General
Pawtoberfest Website	Prominent Logo on home & vendors pages	Logo on home & vendors pages	Logo on home & vendors pages	Logo on vendors pages	Logo on vendors pages	Logo on vendors pages	Logo on vendors pages
Event Tickets	6 VIP & 6 Adult tickets	2 VIP & 6 Adult Tickets	6 Adult tickets	4 Adult tickets	2 Adult tickets	--	4 Adult tickets
Event T-Shirt	Prominent Logo on front of T-Shirt	Large Logo	Logo	Name	--	--	Logo
Pre-event Materials	Logo on front of materials, prominent display	Logo on Save the Date & Posters	Logo on Posters	Name on Posters	--	--	Logo on Posters
Event E-blasts	Large Logo & social media post	Logo & social media post	Logo	Name	--	--	Logo
Emcee Recognition	Special verbal	Special verbal	Verbal	--	--	--	--
Breakfast & Tour at Shelter	✓	✓	✓	✓	--	--	--

Event Details & Reminders

- ▶ Be prepared for the weather! Pawtoberfest happens wind, rain, or shine!
- ▶ Electricity and generators are not provided. You may bring a quiet generator, but it must not disturb guests or fellow participants. Generators must be pre-approved by emailing Kelly at kkraft@hsppr.org.
- ▶ Sponsors & Vendors are encouraged to bring:
 - ▶ 10' x 10' tent, weights, banners, promotional signs, and table & chairs*
 - ▶ Friendly and knowledgeable staff to promote your business
 - ▶ Branded sWAG to pass out at your booth
 - ▶ You may bring branded merchandise to sell – you are responsible for sales tax

The registration deadline for a guaranteed Pawtoberfest T-Shirt is August 13th!

You must use your sponsor or vendor tickets before August 13th to guarantee a festival T-Shirt.

To take full advantage of your sponsorship benefits, please have items submitted by the following deadlines:

- ▶ 5/31 - Logo for event invitation
- ▶ 7/08 - Logo on event posters
- ▶ 7/19 - Logo for specialty sponsorships
- ▶ 7/29 - Logo for pre-event blast(s)
- ▶ 8/11 - Logo (or name) for event T-Shirt

*One (1) table and two (2) chairs are provided for Presenting Sponsors, Better Together, Brews & Spirits Sponsors, and Beverage Partners only.

Additional tickets are available for purchase through pawtoberfest.org!